

Region 5 Key Indicators

STARS Share (STARS Projected) - All Outlets

Philip Morris	50.1	-2.0	52.6	1.7	1.8
R.J. Reynolds	23.9	0.7	22.4	-0.2	-0.1
B & W	19.0	1.0	18.1	-1.4	-1.3
Lorillard	4.4	0.3	4.2	0.0	0.0
Liggett	1.3	-0.2	1.5	-0.5	-0.4
Commonwealth	0.4	0.0	0.4	0.4	0.3
Premium	68.8	-2.2	70.9	1.1	1.0
Philip Morris Premium	42.5	-3.0	45.3	1.9	1.7
R.J. Reynolds Premium	16.1	0.5	15.3	0.0	0.0
B & W Premium	6.4	0.1	6.5	-0.2	-0.2
Lorillard Premium	3.1	0.1	3.2	-0.6	-0.5
Liggett Premium	0.3	0.0	0.3	-0.1	-0.1
Discount	31.2	2.2	29.1	-1.1	-1.0
Philip Morris Discount	7.6	1.0	7.4	-0.1	-0.1
R.J. Reynolds Discount	7.6	0.2	7.0	-0.2	-0.1
B & W Discount	12.6	0.9	11.6	-1.2	-1.1
Lorillard Discount	1.3	0.2	1.0	0.5	0.5
Commonwealth Discount	0.4	0.0	0.4	0.4	0.3
Liggett Discount	1.0	-0.3	1.2	-0.4	-0.4
Total Core Discounts Share of Category	68.0	1.8	65.7	3.5	3.3
Basic SOC	17.7	1.8	17.3	2.4	2.3
Doral SOC	12.4	-0.2	11.6	1.1	1.0
GPC SOC	35.0	0.2	33.8	0.0	-0.1
Misty SOC	2.9	0.0	3.0	0.1	0.1
Box	53.2	-1.5	53.2	4.3	4.0
Philip Morris Box	33.5	-3.0	35.6	2.6	2.4
R.J. Reynolds Box	8.9	0.6	7.7	1.2	1.1
B & W Box	8.3	0.6	7.5	0.4	0.4
Lorillard Box	2.0	0.1	1.8	0.1	0.1
Liggett Box	0.1	0.0	0.2	-0.1	-0.1
Commonwealth Box	0.0	0.0	0.0	0.0	0.0
Menthol	17.2	0.9	16.9	0.2	0.1
Philip Morris Menthol	5.2	0.4	5.2	0.1	0.1
R.J. Reynolds Menthol	3.8	0.1	3.7	0.0	0.1
B & W Menthol	5.4	0.3	5.2	-0.1	-0.1
Lorillard Menthol	2.4	0.1	2.3	0.1	0.1
Liggett Menthol	0.2	0.0	0.2	-0.1	-0.1
Commonwealth Menthol	0.1	0.0	0.1	0.1	0.1
Top 15 Brands	87.2	-0.4	86.8	2.2	2.1
Marlboro	34.3	-3.5	37.0	2.1	1.9
Camel	9.2	0.4	8.9	0.4	0.4
GPC	10.9	0.8	9.8	-0.4	-0.4
RJR Private Label	3.5	0.1	3.2	-0.2	-0.2
B + H	3.6	0.4	3.6	0.0	0.0
Basic	5.5	0.9	5.0	0.5	0.5
Winston	3.7	0.0	3.2	-0.1	-0.1
Doral	3.9	0.2	3.4	0.2	0.2
Virginia Slims	2.1	0.1	2.1	0.0	0.0
Merit	1.8	0.0	1.9	-0.1	-0.1
Salem	1.8	0.0	1.8	-0.2	-0.2
Kool	2.6	0.2	2.5	0.1	0.1
Newport	2.1	0.1	2.0	0.2	0.1
Carlton	1.3	0.0	1.3	-0.1	-0.1
Pall Mall	0.9	0.0	1.0	-0.1	-0.1

Industry Shipments as of OCT 1997, Nielsen Integrated Weekly as of NOV 22 1997, Monthly as of NOV 1997, STARS Projected Weekly as of NOV 08 1997, Monthly as of OCT 1997, Nielsen Expanded Pricing Weekly as of NOV 22 1997

Top 15 Brands are based on Region 5

2071847707